JANUARY, 1938 VOLUME I, NUMBER 10 COPYRIGHT, 1938

The Institute Spokesman

Published by the

NATIONAL LUBRICATING GREASE INSTITUTE · KEITH BUILDING · CLEVELAND · OHIO

INVENTORY OF INTANGIBLES

What about 1937? Shall we put it down as a successful year?

For a complete answer to that question, we must look beyond physical inventories and sales figures. We must, in addition, take stock of those intangible assets so important in measuring success. How far have we advanced toward common objectives? What is our position today as compared with a year ago?

In one respect at least 1937 was a pronounced success. It brought us closer than ever before to a long-sought goal--just recognition of our position in automotive service. Never before has lubrication been so widely recognized not only as a profitable service, but as a gateway to progress in all departments of a retailer's business.

The transfer of thousands of stations to private management created a new condition among suppliers of gasoline--and a new responsibility. Their success was now dependent on the success of their retail outlets. To build an organization of successful retailers, it was necessary to analyze and point out the factors that make up success.

Their studies confirmed what had long been known: the key to success lay not in gasoline sales, because they are limited by demand, but rather in the intelligent promotion of other sales and services--services which not only created much-needed income but which lent themselves to constructive merchandising effort.

Once that picture was established, lubrication began to come into its own. Merchandisers found it the surest means to customer confidence--the one service that brings the car owner in regularly and provides an opportunity to inspect, discuss and point out the needs of his car.

In the light of these developments, lubrication men have reason to look upon their service in a new and larger perspective--reason also to point out to merchandising executives the wisdom of placing behind lubrication a greater share of promotional effort.

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DEVELOPMENTS OF INTEREST TO

AUTOMATIC TRANSMISSION AND TRANSMISSION OVERDRIVES

The increased use of transmission overdrives and automatic transmission presents new problems of car care and a need for definite lubrication knowledge.

Buick Series 40 for 1938 has a self-shifting transmission as optional equipment. The Oldsmobile 6 and 8 for 1938 and the 8 for the latter part of 1937 have automatic transmission as optional equipment. Both units use Engine Oil of the same grade as used in the engine for the same temperature ranges; however, SAE 30 is recommended for summer use. Both of these units are provided with an oil gage to indicate the level of the lubricant.

Other types of automatic transmissions and self-shifters are used on Reo models from 1933 to 1936.

The following cars use transmission overdrive on some or all of the models mentioned, either as standard or optional equipment:

Chrysler, 1934-35-36-37-38
De Soto, 1934-35-36-37-38
Graham, 1936-37-38
Hupmobile, 1936-37-38
La Fayette, 1936
Nash La Fayette, 1937-38
Nash, 1935-36-37-38
Pierce-Arrow, 1936-37-38
Reo, 1936
Studebaker, 1935-36-37-38

All car makers using the transmission overdrive recommend Engine Oil SAE 70 in summer, SAE 50 (low cold test) in winter, with the exception of Studebaker and Pierce-Arrow, which recommend Gear Lubricant SAE 90 all seasons. This Gear Lubricant must not contain any extreme pressure ingredients. If such lubricant is not available, Studebaker sanctions the use of Engine Oil SAE 70 in summer, SAE 50 in winter.

The lubrication of transmissions demands extreme care in the selection not only of the type of lubricant, but also the proper grade for temperature conditions. Most transmissions with overdrive have a single filler plug and, therefore, the lubricant that takes care of the overdrive unit must also lubricate the transmission itself.

We have three classes of lubricants for transmissions:

Regular Gear Lubricants: In SAE grades 160, 140, 110, 90, 80. For conventional transmissions.

Mild Extreme Pressure Lubricants: In SAE grades 160EP, 140EP. 110EP. 90EP, 80EP. For conventional transmissions in certain cars, as specified by the manufacturers.

Engine Oil: Used in automatic or self-shifting transmissions on Buick and Oldsmobile, and in most transmissions with overdrive. Also used in some conventional transmissions, as specified by the manufacturers.

It is extremely important that manufacturers' service instructions be followed. Naturally, the different types of lubricants should not be mixed, and if there is any doubt as to what lubricant is in the unit, it is far safer to drain and flush the transmission before filling.

EVERY INSTITUTE MEMBER

HUDSON REAR WHEEL BEARINGS

The plug which is found at the outer end of the rear axle housing, just inside the rear wheel bearings on 1936, 1937 and 1938 Hudson and Terraplane models, is not to be removed when lubricating the rear wheel bearings. The plug is installed for manufacturing purposes only. To lubricate rear wheel bearings on these models, the wheel should be removed and bearings cleaned and repacked with fresh lubricant before assembling.

1938 CHRYSLER PEDAL SHAFT LUBRICATION

Lubrication of the pedal shaft on 1938 Chrysler models is a rather difficult job to perform. In the first place, the fitting, which is located at the end of the pedal shaft, is hard to locate and this point might easily be missed. The pedal shaft is lubricated from under the car. In lubricating this point, it may be necessary to turn the fitting around, in order to apply the gun.

CALENDAR OF PETROLEUM EVENTS

JANUARY

24 -- Governor Marland's Petroleum Conservation Conference of Oil State Governors, Hot Springs, Ark.

24-25 -- Northwest Petroleum Assn., North Dakota Division, Minot, North Dakota.

27-28 -- Northwest Petroleum Assn., Minnesota Division, Hotel Radisson, Minneapolis, Minn.

FEBRUARY

7 - 9 -- Kentucky Petroleum Marketers Assn., Brown Hotel, Louisville, Ky.

14-15 -- Kansas Oil Men's Assn., 24th Annual Convention & Oil Exposition, Hotel Broadview, Wichita, Kans.

14-17 -- American Institute of Mining and Metallurgical Engineers, Annual Meeting, Engineering Societies Bldg., New York.

16-18 -- Association of Highway Officials of the North Atlantic States, Hotel Ambassador, Atlantic City, N. J.

17-18 -- AMERICAN PETROLEUM INSTITUTE, Division of Production, Spring Meeting, Mid-Continent District, Herring Hotel, Amarillo, Texas.

22-24 -- Ohio Petroleum Marketers Assn., 15th Annual Convention and Marketing Exposition, Deshler-Wallick Hotel, Columbus, Ohio.

22-24 -- Wisconsin Petroleum Assn., Schroeder Hotel, Milwaukee, Wisconsin.

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40,000 REASONS FOR ACTION

Unit No. 5 in The Institute's Folder Campaign

Despite labor troubles and a business recession, automobile makers set a record in 1937 which was exceeded only by that of 1929. Production totalled 4,750,000 units of which 4,050,000 were passenger cars.

A good record--but its brightness is clouded by a report of another kind: the distressing toll of highway killings continues unabated. Forty thousand persons lost their lives in 1937 in accidents involving motor vehicles.

While such an alarming record is a matter of concern to every citizen, it imposes a special obligation on those who derive their livelihood from automotive service. 40,000 deaths are 40,000 reasons for action.

What can be done about it?

Every member will answer that question in his own way. The following are offered as suggestions:

1. A campaign within your own organization designed to make every employee an apostle of safe driving--with a suitable emblem to identify the program.

2. The use of part of your advertising to promote safe driving--including signs to be posted on trucks, at service stations, etc.

3. Emphasis on safe driving, in house organs, bulletins, etc.

4. Renewed efforts to impress upon motorists the relationship between safe driving and safe lubrication.

In carrying out the fourth suggestion, you will probably wish to re-investigate the folder campaign devised by the Institute for the use of its members. This campaign is based on a safety theme. It urges the 1000-mile lubrication habit and thus promotes safety in two ways: (1) because a smooth-running, easy-handling car is a safer car to drive, and (2) because the 1000-mile habit creates a sense of pride which deters the car owner from taking those chances which lead to disaster.

From a standpoint of both sales and safety promotion, these folders deserve your consideration. Write the Secretary for full details.